



KNXV

**KNXV-TV
PHOENIX****ORDER**

Print Date 07/06/12

Page 1 of 3

Flight Dates 07/30/12-08/05/12Contract / Revision 303349 /Original Date / Revision

07/06/12 07/06/12

Advertiser Flake / Republican / US SenaAgency Smart Media GroupBuying Contact814 King Street - Suite 400
Alexandria, VA 22314-3039Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Product

Flake for Senate

Agency Com 15%Billing Contact814 King Street - Suite 400
Alexandria, VA 22314-3039Sales Office EWSDCSales Region NATAgency RefOrder Sep 00:20:00Estimate # 730805Alt Order #Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A25-54Rev Codes POL POL CANDProduct Codes PLPriority P-6Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	46	\$19,061.25	\$22,425.00	0.00	07/30/12	08/05/12	46	\$19,061.25	\$22,425.00
Totals	46	\$19,061.25	\$22,425.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	KNXV	07/30/12	08/03/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	11111--		5				\$225.00		0.00			
2	KNXV	08/05/12	08/05/12	SU 430pm-5pm SU 430pm-5pm	CM	430pm-5pm	-----S	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S		1				\$100.00		0.00			
3	KNXV	07/31/12	08/02/12		CM	5pm-530pm	-1-1---	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00



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Page 2 of 3

**KNXV-TV
PHOENIX**

Contract / Revision 303349 Flight Dates 07/30/12-08/05/12

Hiatus Dates

Original Date / Revision 07/06/12/ 07/06/12

Order Sep 00:20:00

Advertiser Flake / Republican / US Ser Product Flake for Senate

Estimate # 730805

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
M-F 5pm-530pm														
M-F 5pm-530pm														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-1-1---			2		\$450.00		0.00			
4	KNXV	07/30/12	08/01/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	1-1----	:30	2	\$450.00	P-3	0.00 NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	1-1----			2		\$450.00		0.00			
5	KNXV	07/30/12	08/03/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	11111--	:30	5	\$600.00	P-6	0.00 NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	11111--			5		\$600.00		0.00			
6	KNXV	08/04/12	08/04/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$250.00	P-6	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-			1		\$250.00		0.00			
7	KNXV	08/05/12	08/05/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$600.00	P-6	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S			1		\$600.00		0.00			
8	KNXV	07/30/12	08/03/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$500.00	P-6	0.00 NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	11111--			5		\$500.00		0.00			
9	KNXV	08/04/12	08/04/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$250.00	P-6	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-			1		\$250.00		0.00			
10	KNXV	07/30/12	07/30/12	Monday Prime C Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$1,000.00	P-6	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	M-----			1		\$1,000.00		0.00			
11	KNXV	08/01/12	08/01/12	Wednesday Prime C Wednesday Prime C	CM	9pm-10pm	--W----	:30	1	\$1,000.00	P-6	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--W----			1		\$1,000.00		0.00			
12	KNXV	08/02/12	08/02/12	Thursday Prime A Thursday Prime A	CM	7pm-8pm	---T---	:30	1	\$2,000.00	P-6	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---T---			1		\$2,000.00		0.00			
13	KNXV	08/03/12	08/03/12	Friday Prime C 20/20	CM	9pm-10pm	----F--	:30	1	\$1,500.00	P-6	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--			1		\$1,500.00		0.00			
14	KNXV	08/05/12	08/05/12	Sunday Prime B Sunday Prime B	CM	7pm-8pm	-----S	:30	1	\$1,500.00	P-6	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S			1		\$1,500.00		0.00			
E 15	KNXV	08/04/12	08/04/12	Sa 5pm News Sa 5p-530pm News	CM	5p-530pm	-----S-	:30	1	\$100.00	P-6	0.00 NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			



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Print Date: 07/06/12

Page 3 of 3

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PHOENIX****Contract / Revision** 303349 **Flight Dates** 07/30/12-08/05/12**Hiatus Dates****Original Date / Revision** 07/06/12/ 07/06/12**Order Sep** 00:20:00**Advertiser** Flake / Republican / US Ser **Product** Flake for Senate**Estimate #** 730805

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 15	KNXV	08/04/12	08/04/12	Sa 5pm News Sa 5p-530pm News	CM	5p-530pm	-----S-	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/30/12 08/05/12 -----S- 1 \$100.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KNXV 07/30/12-08/05/12 Sa 5pm News 5p-530pm -----Sa-- :30 (\$100.00) 0.00 NM See MG 15.2 [NA. There is no 5PM News on Saturdays. jtaylor 6/28/12] 2 KNXV 08/04/12-08/04/12 Sa 6pm News 6pm-630p -----Sa-- :30 \$100.00 0.00 NM Ⓜ MG for 15.1 08/04															
16	KNXV	07/30/12	08/03/12	M-F 7-9am M-F 7-9am	CM	7am-9am	22222--	:30	10	\$150.00	P-6	0.00	NM	10	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/30/12 08/05/12 22222-- 10 \$150.00 0.00															
17	KNXV	07/30/12	08/03/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	1-1-1--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/30/12 08/05/12 1-1-1-- 3 \$450.00 0.00															
18	KNXV	07/30/12	08/03/12	ABC World News M-F ABC World News M-F (5:28 PM-5:30 PM)	CM	5:30pm-6:30pm	1-1-1--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/30/12 08/05/12 1-1-1-- 3 \$450.00 0.00															
19	KNXV	08/02/12	08/02/12	Thursday Prime B Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/30/12 08/05/12 ---T--- 1 \$1,500.00 0.00															

*Tax 1 Note: Tax 0.5%.

Totals 46 \$22,425.00